POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
NEW YORK	17,990,405	18,976,457	19,214,548	19,597,807
MEDIAN AGE (YRS)		35.9	36.8	38.0
BUFFALO, NY	1,189,288	1,170,111	1,161,268	1,145,277
MEDIAN AGE (YRS)		37.9	38.8	39.9
HISPANICS (ANY RACE)		33,967	35,929	38,964
STATE'S PERCENTAGE		2.90%	3.09%	3.40%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		980,346	968,223	950,616
MSA'S PERCENTAGE		83.78	82.75	81.24
MEDIAN AGE (YRS)		39.6	40.7	42.3
BLACK/AFRICAN-AMERICAN		137,049	137,978	135,876
MSA'S PERCENTAGE		11.71	11.79	11.61
MEDIAN AGE (YRS)		30.0	30.3	30.9
AMERICAN INDIAN/NATIVE		7,824	8,107	8,429
MSA'S PERCENTAGE		0.67	0.69	0.72
MEDIAN AGE (YRS)		30.4	30.1	29.7
ASIAN		15,102	16,032	17,315
MSA'S PERCENTAGE		1.29	1.37	1.48
MEDIAN AGE (YRS)		28.6	29.2	30.4
HAWAII/PACIFIC ISLANDER		274	285	334
MSA'S PERCENTAGE		0.02	0.02	0.03
MEDIAN AGE (YRS)		31.2	30.4	31.3
OTHER		14,375	15,229	16,350
MSA'S PERCENTAGE		1.23	1.30	1.40
MEDIAN AGE (YRS)		23.2	23.8	23.9
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN			405,909	388,536
SUBURBAN			663,836	664,400
RURAL			91,523	92,341

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

Transportation and Marketing

WOOME			
INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$42,833		
PER CAPITA	\$22,681		
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$18,037,063,000	\$21,747,325,000	20.57%
FOOD AT HOME TOTAL	\$2,333,422,600	\$2,550,872,800	9.32%
FOOD AWAY FROM HOME TOTAL	\$1,982,510,100	\$2,367,561,500	19.42%
FOOD AS % OF TOTAL EXPENDITURES	23.93%	22.62%	
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$477,985,000	\$526,975,500	10.25%
FISH & SEAFOOD PRODUCTS	\$43,828,700	\$47,861,700	9.20%
FRUITS & VEGETABLES	\$265,898,600	\$285,864,800	7.51%
DAIRY PRODUCTS	\$264,925,900	\$289,067,000	9.11%
BAKERY PRODUCTS	\$271,010,900	\$287,138,600	5.95%
CEREALS & PRODUCTS	\$130,833,100	\$145,439,700	11.16%
PREPARED FOODS	\$344,688,700	\$380,925,500	10.51%
JUICES	\$71,784,500	\$77,738,000	8.29%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH FAST FOOD FULL SERVICE	\$140,506,900 \$55,458,100 \$85,048,800	\$185,596,000 \$71,240,000 \$114,356,000	32.09% 28.46% 34.46%
LUNCH FAST FOOD FULL SERVICE	\$473,002,300 \$272,509,100 \$200,493,200	\$563,647,600 \$317,371,400 \$246,276,200	19.16% 16.46% 22.84%
DINNER FAST FOOD FULL SERVICE	\$713,379,000 \$264,558,800 \$448,820,300	\$869,698,200 \$309,184,100 \$560,514,100	21.91% 16.87% 24.89%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$1,016	\$1,114	9.65%
POULTRY	\$342	\$376	9.94%
EGGS	\$46	\$49	6.52%
FISH & SEAFOOD			
FRESH	\$48	\$51	6.25%
FROZEN	\$28	\$32	14.29%
CANNED	\$18	\$18	0.00%
FRUITS / VEGETABLES			
FRESH	\$401	\$432	7.73%
CANNED	\$75	\$83	10.67%
FROZEN	\$70	\$72	2.86%
OTHER	\$19	\$18	-5.26%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$167	\$179	7.19%
CHEESE	\$153	\$159	3.92%
ICE CREAM	\$94	\$102	8.51%
BUTTER / MARGARINE	\$50	\$60	20.00%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$459	\$484	5.45%
COOKIES	\$82	\$85	3.66%
CRACKERS	\$36	\$38	5.56%
CEREALS & PRODUCTS			
CEREALS	\$163	\$172	5.52%
PASTA PRODUCTS	\$57	\$66	15.79%
FLOUR & MIXES	\$33	\$39	18.18%
RICE	\$25	\$30	20.00%
PREPARED FOODS			
SNACKS/CHIPS	\$121	\$139	14.88%
JUICES	\$153	\$164	7.19%
FROZEN/PREP. OTHER	\$89	\$103	15.73%
SOUPS	\$63	\$73	15.87%
SAUCES & GRAVIES	\$65	\$64	-1.54%
BABY FOOD	\$43	\$46	6.98%
FROZEN MEALS	\$40	\$45	12.50%
NUTS	\$30	\$32	6.67%
SALADS	\$28	\$33	17.86%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch